

ORDER



Orders
Order / Rev: 719436
Alt Order #: 06359087
Product Desc: SHERROD BROWN/SENATE
Estimate:
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/01/12 / 10/01/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Friends of Sherrod Brown
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	31	\$63,350.00	\$53,847.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	31	\$63,350.00	\$53,847.50	0.00
Totals	31	\$63,350.00	\$53,847.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/02/12	10/05/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	1:00	4	\$1,300.00	P-2	0.00	NM	4	\$5,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					4	\$1,300.00		0.00			
E 2	WKYC	10/08/12	10/08/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M- - - - -	1:00	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					1	\$1,300.00		0.00			
E 3	WKYC	10/02/12	10/05/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	1:00	4	\$2,800.00	P-2	0.00	NM	4	\$11,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					4	\$2,800.00		0.00			
E 4	WKYC	10/08/12	10/08/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	1:00	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					1	\$2,800.00		0.00			
E 5	WKYC	10/02/12	10/05/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	1:00	4	\$2,800.00	P-2	0.00	NM	4	\$11,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					4	\$2,800.00		0.00			
E 6	WKYC	10/08/12	10/08/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	1:00	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00

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 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Friends of Sherrod Brown
 Product Desc: SHERROD BROWN/SENATE
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/08/12	10/08/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	1:00	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	M-----		1		\$2,800.00		0.00					
E 7	WKYC	10/02/12	10/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-TWTF--	1:00	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-TWTF--		4		\$1,200.00		0.00					
E 8	WKYC	10/08/12	10/08/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	M-----		1		\$1,200.00		0.00					
E 9	WKYC	10/06/12	10/06/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	1:00	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-----S-		1		\$1,300.00		0.00					
E 10	WKYC	10/02/12	10/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-TWTF--	1:00	2	\$4,800.00	P-2	0.00	NM	2	\$9,600.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-TWTF--		2		\$4,800.00		0.00					
E 11	WKYC	10/02/12	10/05/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-TWTF--	1:00	4	\$950.00	P-2	0.00	NM	4	\$3,800.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-TWTF--		4		\$950.00		0.00					
E 12	WKYC	10/08/12	10/08/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	1:00	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	M-----		1		\$950.00		0.00					
E 13	WKYC	10/07/12	10/07/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	1:00	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-----S		1		\$2,800.00		0.00					
E 14	WKYC	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	1:00	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-----S-		1		\$2,800.00		0.00					
N15	WKYC	10/02/12	10/05/12	EM (M-F) Early Morning (M-F)	CM	5a-9a (6:00 AM-9:00 AM)	-TWTF--	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-TWTF--		1		\$1,600.00		0.00					
													Totals	31	\$63,350.00